



ON OCTOBER 22ND

VOTE NICOLE BEATTY

FOR COBOURG COUNCILLOR

Born and raised in Cobourg, **Nicole Beatty** is campaigning on the values of

- **transparent communication**
- **cross-sector collaboration**
- **financial stewardship**
- **efficient governance.**

Nicole graduated from CDCI West in 2001, earned her B.A. Honours in Communications from the University of Ottawa in 2005 and a Post Graduate Certificate in Non-Profit Management from Ryerson University in 2010. After launching her career in resource development and community building with metropolitan and international charities in Toronto, Nicole moved to Australia where she became the youngest person to obtain the Certified Fund Raising Executive accreditation. In 2013, Nicole moved home to be closer to her three sisters and their children.

Nicole's accomplishments in Cobourg include:

- Starting two charities, Local Food for Local Good and Sounds of the Next Generation
- Initiating 100 People Who Care Northumberland
- Co-founding Cultivate: A Festival of Food and Drink
- Starting her own consulting business
- Co-Chairing the Canada 150/Cobourg 2017 Celebrations Committee
- Receiving the 2016 Mayor's Award of Distinction

Nicole and her partner Warren live downtown. **Learn more about Nicole at**

www.nicolebeatty.ca

**SMALL TOWN GIRL.
BIG BOLD VISION.**

ADVOCATE + LEADER + ENTREPRENEUR

www.nicolebeatty.ca

Nicole's campaign focuses on five core principles:

- social policy
- economic development
- culture and tourism
- environmental sustainability
- youth engagement

Key points from her full vision include:

- Initiate a framework and terms of reference for a Social Planning Advisory Council to ensure issues such as affordable housing, homelessness, mental health, and addiction are included in Cobourg's Strategic Plan
- Work collaboratively with Northumberland County Council to implement a Housing First strategy with a goal to achieve affordable housing for all
- Encourage business attraction and retention initiatives that advances vitalization in the downtown and other essential sectors
- Prioritize job creation that supports local living wages
- Encourage responsible revenue diversification to relieve pressure on taxpayers
- Ensure tourism, the arts, and local culture are developed in synch with other economic goals
- Promote environmental sustainability, accessibility and diversity in all that Cobourg does
- Maintain the dynamic nature of our beautiful waterfront without excessive exploitation, including protecting the West Beach from marina expansion
- Create a youth advisory council or youth ambassador positions on Town committees
- Improve municipal transportation
- Implement public office hours for Council members

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